

Stoke-on-Trent, July 29, 2016

## **Universal Tyres aces audit to become latest Michelin Certified Centre dealership**

Independent dealership Universal Tyres is the latest recruit to join the ranks of Michelin Certified Centres, after eight of the company's sites comfortably passed the Michelin Auto Professional advocate programme's stringent audit requirements.

The dealership's Chelmsford, Colchester, Dartford, Greenwich, Ipswich, Plaistow, Staines and West Thurrock sites were the first selected by Universal Tyres for the audit, earning the right to display the coveted Michelin Certified Centre signage, which features the iconic Michelin Man.

As a Michelin Auto Professional advocate dealership, Universal Tyres will also enjoy access to a dedicated business development fund provided by the tyre manufacturer. Other advantages include free staff training sessions and a chance to send selected, high-performing staff on dedicated 'Tyre Academy' training courses held throughout the year.

Simon Wright, sales and marketing director at Universal Tyres, says: "We aim to deliver excellent customer service every single day, so being part of the Michelin Auto Professional programme and earning Michelin Certified Centre status qualifies all our efforts in a visible and rewarding way.

"There are a lot of dealership advocate programmes out there, but Michelin's quality audit means only those companies that really deliver in terms of customer satisfaction can earn Michelin Certified Centre status. The audit covers everything from fitting to workshop cleanliness to telephone manner, so we can be sure every aspect of the consumer experience hits the spot every time.

"When a customer pulls into a Universal Tyres dealership, they can be confident they're getting the very best in customer service – and the best in premium tyres as well."

The company's business is split 50:50 between fleet and retail customers, and Wright says sales of Michelin tyres have increased since the introduction of the CrossClimate tyre – the manufacturer's first summer tyre with winter capabilities.

He adds: "We've chosen to stock CrossClimate tyres almost exclusively in the sizes for which the fitment is available. There really is no reason for the customer to buy anything else – it's the best tyre on the market for the UK's weather conditions."

Mark Meagher, Retail Programme Development Manager at Michelin, says: "Universal Tyres' stellar audit results speak for themselves, and the company's newly minted Michelin Certified Centre status only underlines the dealership's commitment to providing excellent customer service. We look forward to working closely with the dealership in the years to come."

Dartford-headquartered Universal Tyres employs 178 members of staff across its 16-site network, with dealerships in Bethnal Green, Chelmsford, Colchester, Croydon, Dartford, Dunstable, Greenwich, Ipswich, Plaistow, Staines, Thurrock (two locations), Tilbury, Tottenham, Waterloo and Willesden.



For further information on Michelin Certified Centres and the Michelin Auto Professional programme visit <http://www.michelincertifiedcentre.co.uk/>

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**Michelin**, the leading tyre company, is dedicated to sustainably improving the mobility of goods and people by manufacturing, distributing and marketing tyres for every type of vehicle. It also offers innovative business support services, digital mobility services and publishes travel guides, hotel and restaurant guides, maps and road atlases. Headquartered in Clermont-Ferrand, France, Michelin is present in 170 countries, has 112,300 employees and operates 68 production plants in 17 countries. The Group also has a Technology Centre, responsible for research and development, with operations in Europe, North America and Asia. ([www.michelin.com](http://www.michelin.com))

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